Executive Insights Summary

*1. Revenue Concentration*

* Over 70% of total sales are driven by just two product classes: *Mood Stabilizers* and *Analgesics*  
  → Focus inventory planning, demand forecasting, and marketing on these high-performing categories.

*2. Regional Demand Volatility*

* Cities such as Berlin and Madrid show unpredictable sales patterns with high fluctuations  
  → Implement agile restocking strategies and avoid overstocking in these locations.

*3. Sales Influence Factors*

* Sales are highly dependent on quantity sold, while price has negligible impact  
  → Leverage volume-based promotions and product bundling instead of price discounts.

*4.Channel Effectiveness*

* Retail (Pharmacy) outlets generate significantly more revenue than Hospital channels  
  → Allocate more sales resources, inventory, and campaign efforts to the retail space.

*5.Seasonality Patterns*

* Sales volumes spike during April–June and October–December  
  → Preload inventory ahead of these peak periods and scale down supply during Q1 and Q3.

*6.Expiry Risk Zones*

* Certain product-city combinations have high stock with low or erratic sales  
  → Use monthly risk flags to identify and adjust replenishment plans for combinations like Berlin–Analgesics and Madrid–Antibiotics.

*7. Sales Team Performance*

* Teams like Bravo and Delta consistently outperform others  
  → Replicate their selling tactics, engagement models, and operational cadence across underperforming teams.